



2018-19 KEEP RIVERDALE BEAUTIFUL COMMUNITY ACTION PLAN

Developed By: Afu Okosun, Executive Director



TABLE OF CONTENTS



1. Plan Summary

2. Organizational Structure

- a. Mission & Vision
- b. Executive Director and Board Members

3. Keep Riverdale Beautiful Affiliate Report

4. Keep America Beautiful Methodology

5. Keep Riverdale Beautiful Areas of Focus

6. 2018-19 Goals & Objectives

7. Program Criteria

8. Beautification

- a. Sets On The Sidewalk
- b. Greek Garden
- c. Canvas on the Curb
- d. Project GROWL

9. Recycling, Litter Prevention & Waste Reduction

- a. Overview
- b. America Recycles Day
 - i. Riverdale Recycles Day
 - ii. Tires2Treasure
- c. Great American Cleanup
 - i. Adopt-An-Apartment

10. Additional Keep America Beautiful Programs

II. Appendix



COMMUNITY ACTION PLAN

PLAN SUMMARY

Established by The City of Riverdale Department of Economic Development, Keep Riverdale Beautiful (KRB) is an affiliate program of Keep America Beautiful (KAB). A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. They envision a country in which every community is a clean, green, and beautiful place to live.

This document is a strategic action plan which will outline Keep Riverdale Beautiful's 2018-19 program goals and objectives with corresponding community project briefs. Grounded in KAB's three main focuses:

1. Beautification
2. Litter Prevention
3. Recycling & Waste Reduction

KRB's action plan will look to build upon the city's greatest asset, it's people, to accomplish 2018-19 program goals and objectives.





ORGANIZATIONAL STRUCTURE

MISSION & VISION

The mission of Keep Riverdale Beautiful (KRB) is to engage, educate and empower residents to create a more vibrant, clean and socially connected city of Riverdale.

Our vision is to transform the City of Riverdale through innovative initiatives and cleanup efforts into one of the state's most thriving, forward thinking communities.

KEEP RIVERDALE BEAUTIFUL STAFF

Afu Okosun, Executive Director

Program Coordinator
City of Riverdale

Chantell Glenn, Board Chair

Director of Economic Development
City of Riverdale

Josette Berksteiner, Creative Director

Marketing & Graphic Design Coordinator
City of Riverdale

BOARD MEMBERS

Ken Burwell

Market Leader II
BB&T - Riverdale

Alice Haynes

Resident

Marchaz McAfee

Store Manager
Walmart

Monica Moseley

Municipal Services Manager
Republic Services, Inc.

Keondra Reed

Marketing Director
Chick-fil-A® at the Riverdale Dwarf House

Terrell Walker

Commercial Associate Broker
Virtual Properties Realty





KRB AFFILIATE REPORT SUMMARY

KEEP RIVERDALE BEAUTIFUL 2018-19

KEEP RIVERDALE BEAUTIFUL 2017 | AFFILIATE REPORT

Keep Riverdale Beautiful's 2017 Affiliate Report consists of results of the Community Appearance Index. The Community Appearance Index informs the need to continue existing litter prevention and recycling methods, and additionally highlights the problem of abandoned/junk vehicles and outside storage. The Affiliate Report also acknowledges gaps in education and programming. Although some neighborhoods were identified as problem areas, the commercial corridor and apartment complexes received the highest scores in the index, with trash receptacles and illegal dumping as major areas of concern. The City of Riverdale has ordinances in place to address solid waste management, the abatement of nuisances, and outside storage.

The need for the Riverdale community to take ownership is the foundation of Keep Riverdale Beautiful. Increased awareness, pride, and understanding of the importance of community cleanliness and beautification will be addressed in the planned initiatives.





**KRB
METHODOLOGY**



METHODOLOGY: KEEP AMERICA BEAUTIFUL BEHAVIOR CHANGE SYSTEM

The Keep America Beautiful Behavior Change System is an integrated approach that serves as the primary tool for the development and implementation of behavior change programs by affiliates and partners. The process engages people at every step and includes:

- **Five Step Management Process**

- Get the facts
- Prioritize the behaviors
- Develop and implement action plan
- Evaluate impacts
- Provide feedback

- **Four Behavior Change Strategies**

- Written expectations (ordinances/policies)
- Rewards & Penalties
- Infrastructure
- Persuasion



PRIORITIZED BEHAVIORS

Keep Riverdale Beautiful has identified the following prioritized behaviors which are the driving force behind program goals and objectives.

- Lack of community pride and sense of ownership
- Lack of understanding the environmental impact of negative behaviors





KRB
METHODOLOGY
CONTINUED



METHODOLOGY: COMMUNITY FOUNDATION FOR GREATER ATLANTA

Data from The Community Foundation's Impact Area Metrics Dashboard supports opportunities to increase a connection to creative community engagement for the Riverdale community. Surveys were conducted at the county level. In Clayton County, residents were surveyed on their satisfaction with arts and culture opportunities. 17% surveyed were very satisfied, 54% were satisfied, 18% were unsatisfied, and 12% were very unsatisfied or didn't know.

Clayton County residents were also surveyed on community involvement. 17% are very involved, 39.2% are somewhat involved, 43.8% are not involved at all or didn't know. Respondents were also asked about participation in community activities. 26.8% attended a public meeting, 30% attended a neighborhood meeting and 37.3% participated in volunteer work. **(2)**



A photograph of a residential street. On the left, a dark grey sedan is driving towards the camera. Further down the road, a red car and a white car are visible. The street is lined with tall pine trees on the left and more trees on the right. The sun is shining brightly from the upper right, creating a lens flare effect. In the bottom left corner, the text 'KRB AREAS OF FOCUS' is overlaid in white. In the bottom right corner, a dark mailbox with the number '6991' is visible.

**KRB
AREAS OF FOCUS**

6991



KRB AREAS OF FOCUS

BEAUTIFICATION

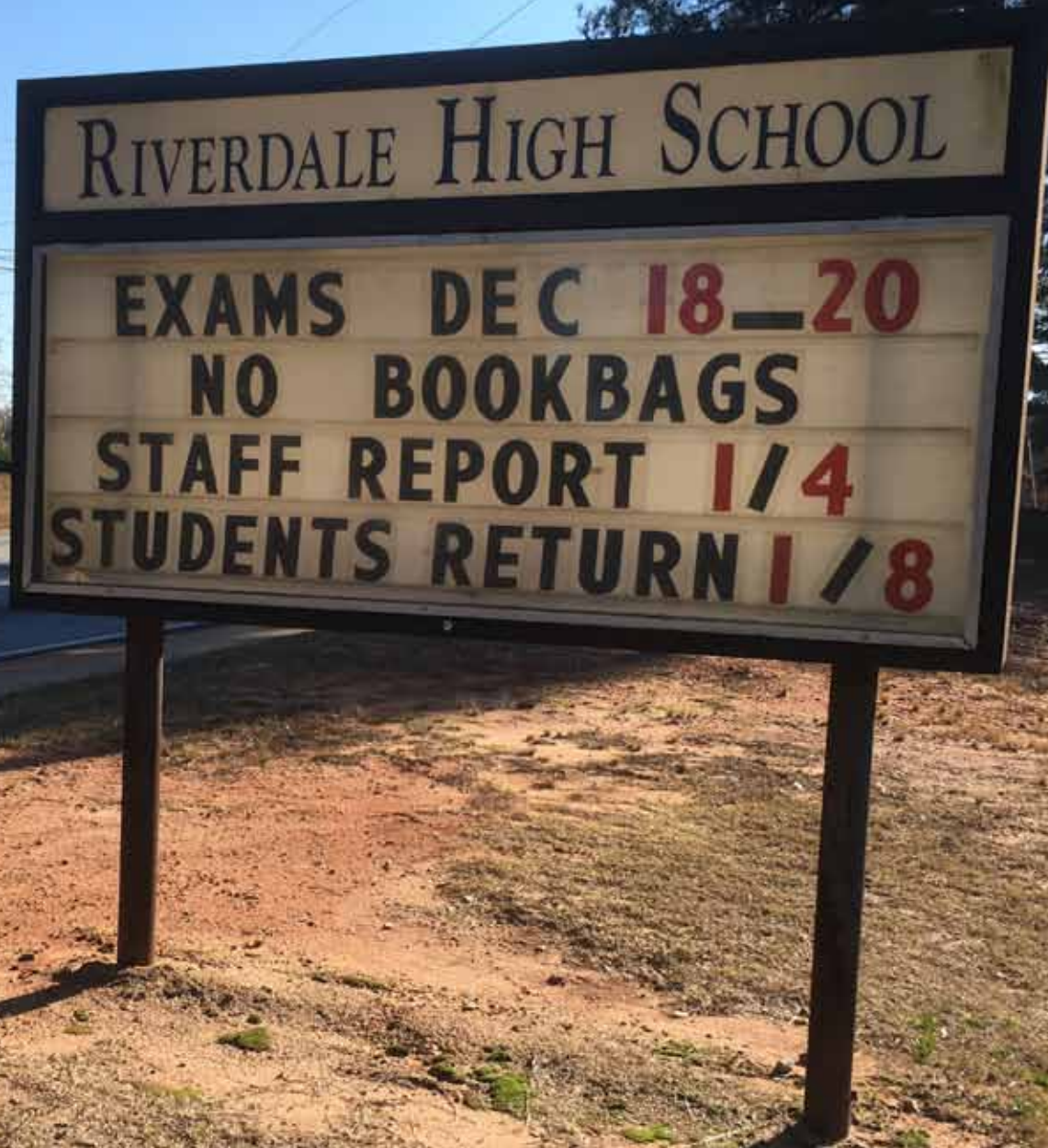
- **Placemaking**
 - Social experiences
 - Sets On The Sidewalk
 - Art installations & Murals
 - Canvas On The Curb
- **Community Greening/Gardening**
 - Flower & Tree Planting
 - Creek Garden
 - Public parks & green spaces
 - Riverdale Town Center
 - Church & Main Street
 - Food Gardens
 - Project GROWL
- **Wayfinding**
 - Canvas on The Curb



RECYCLING, LITTER PREVENTION & WASTE REDUCTION

- **America Recycles Day**
 - Riverdale Recycles Day
- **Great American Cleanup**
 - Adopt-An-Apartment





2018-19 GOALS & OBJECTIVES

2018-19 KRB GOALS & OBJECTIVES

1. Create a well-defined program mission, vision and structure for Keep Riverdale Beautiful

- Establish a KRB community action plan for the City of Riverdale 2018-19
- Identify aligning Keep America Beautiful signature programs with KRB projects for 2018-19 year

2. Transform vacant and blighted lots into user friendly public spaces that meet community needs

- Complete (3) three beautification projects targeting blighted lots along the Main Street/Church Street corridor

3. Establish community food garden program

- Identify established organization to lead planning efforts

4. Create a volunteer database of at least 150 people

- Execute quarterly volunteer drives at local social events

5. Develop social media presence for KRB and branding strategy to increase community engagement and awareness

- Create Facebook and Instagram social media pages
- Create KRB branding plan

6. Establish city and county wide organizational partnerships

- Identify key partnerships and potential projects
- Create sponsorship/funding process for local businesses

7. Establish city-wide recycling, waste reduction and litter prevention initiatives and programming

- Develop Riverdale Recycles Day, Great American Cleanup programming
- Establish educational programming with local schools, non-profits

8. Pursue grant and sponsorship opportunities

- Identify and apply for Keep America Beautiful and Keep Georgia Beautiful Foundation grants
- Identify and secure corporate and foundation donors





**KRB
CRITERIA**



LISTED BELOW IS THE CRITERIA USED TO VALIDATE PROJECT PLANNING, DEVELOPMENT & IMPLEMENTATION:

COMMUNITY BENEFIT

- Provides a community benefit by improving health, safety and/or appearance of neighborhood
- Project location is visible from public realm

NEIGHBORHOOD PARTICIPATION

- Demonstration of neighborhood commitment to long-term and on-going maintenance plan
- Shows evidence of broad, diverse participation and support within neighborhood

NEIGHBORHOOD IMPACT/NEED

- Improvements are accessible to neighboring residents
- Addresses a need identified in the community and provides a lasting impact/solution

FEASIBILITY

- Well-planned, cost effective and ready to implement
- Budget is reasonably set for expenses





BEAUTIFICATION





**SETS ON THE
SIDEWALK**



RIVERDALE TOWN CENTER TRAIL



MAIN STREET VACANT LOT

SUMMARY

Keep Riverdale Beautiful will host an art crawl & food truck festival event series to animate the grounds of the Riverdale Town Center and local vacant spaces to promote local artists, designers and makers in the Riverdale community. The event will feature Metro Atlanta food truck vendors, live paintings and installations, and entertainment. The purpose of this event is to beautify and highlight blighted areas while promoting community engagement.

OUTCOMES

- To improve community engagement and social networks
- To promote KRB community projects
- To engage, promote and support local artists & creative professionals

TIMELINE & LOCATION

Location: Riverdale Town Center

Tentative Dates: Spring - Summer 2018

POTENTIAL PARTNERS

- BB&T
- Chick Fil-A
- PROOF, Inc
- Cinco Day Art Collective
- Media

EVENT NEEDS

- Food truck vendors
- Drink vendors
- Outdoor art displays
- Outdoor game installations
- Tables
- Artists
- Entertainment
- KRB Volunteers
- KRB Program merchandise
- Sponsored Prizes
- Security
- Permits



BRINGING "THE YARD" TO OUR
BACKYARD!



KEEP RIVERDALE BEAUTIFUL IS LOOKING TO PARTNER WITH LOCAL NATIONAL PAN-HELLENIC COUNCIL GREEK FRATERNITIES & SORORITIES TO PLANT FLOWER INSTALLATIONS AND FOOD GARDEN BEDS ON THE GROUNDS OF THE RIVERDALE TOWN CENTER!

WE ARE REQUESTING \$2500 FROM EACH SPONSORING ORGANIZATION FOR THE INSTALLATION, MAINTENANCE AND UPKEEP OF AN INDIVIDUAL FLOWER OR FOOD GARDEN BED FOR THE 2018-19 YEAR.

FOR MORE INFORMATION, PLEASE EMAIL
AOKOSUN@RIVERDALEGA.GOV



SUMMARY

Keep Riverdale Beautiful will raise funds to plant flower garden beds on the greens of the Riverdale Town Center designed, sponsored by and in honor of local members of the National Pan-Hellenic Council Greek fraternities & sororities. A fundraising campaign will be developed for the installation, maintenance and upkeep of the garden beds.

OUTCOMES

- Strengthen relationships with local service and auxiliary organizations to better serve The City of Riverdale
- Increased visibility, business and tourism opportunities through gardening & animating of Town Center green spaces
- Raise funds for program planning and community initiatives

TIMELINE & LOCATION

Location: Riverdale Town Center Pavilion

Tentative Date: Spring 2018

PROJECT NEEDS

- **Greek Fraternities & Sororities - Graduate Chapters**
 - Alpha Kappa Alpha - Psi Alpha Omega
 - Alpha Phi Alpha - Pi Gamma Lambda
 - Omega Psi Phi - Zeta Mu Nu, Theta Lambda Lambda
 - Delta Sigma Theta - Atlanta Suburban Alumnae Chapter
 - Phi Beta Sigma - Beta Beta Beta (Clayton State)
 - Zeta Phi Beta - Sigma Omega Zeta
 - Kappa Alpha Psi - Stockbridge-Jonesboro Alumni Chapter
 - Sigma Gamma Rho - Lambda Sigma Sigma
- **Clayton County Extension Services**
 - Master Gardeners
- **Home Depot**
 - Community Toolshed



Canvas

ON THE CURB

SUMMARY

This beautification initiative is aimed at improving and beautifying our local Marta bus stops, sidewalks and street access points. Through the implementation of trash & recycling bins, art installations, and benches, we look to provide the citizens of Riverdale with clean and user-friendly public spaces and services. Keep Riverdale Beautiful will work with state and local community organizations to accomplish quarterly project goals.

OUTCOMES

- Install a public art mural on Church Street and Bethsaida Road
- Install a public art mural at Riverdale Skate Park

TIMELINE & LOCATION

Primary Locations: Church Street, Bethsaida Road, and Riverdale Skate Park

Tentative Date: Spring 2018

PROJECT NEEDS

- Partnering Organizations
- General Contractor(s)
 - Benches





**PROJECT
GROWL**



PROJECT GROWL

Project GROWL is a recipient of CYFAR (Children, Youth and Families At Risk) which is funded through NIFA (National Institute of Food and Agriculture). Project GROWL's goals are to enable youth to acquire work-based life skills to equip them for a knowledge-based and creative economy, to expose youth to an accurate, deeper understanding of the food, fiber, agricultural and natural resource systems affecting their urban communities, and finally to empower youth to visualize themselves as contributing members of society and to leverage their knowledge, skills, and abilities to influence other individuals, groups, and organizations.

Keep Riverdale Beautiful is partnering with Project GROWL for the 2018-19 year to establish educational programming for Riverdale students and execute a community-based greening or gardening project.

OUTCOMES

- Teach life skills through urban agriculture education and training
- Community gardens

TIMELINE & LOCATION

Primary Locations: Church Street Elementary Lot

Tentative Date: Spring 2018



**RECYCLING,
LITTER PREVENTION
& WASTE REDUCTION**



OVERVIEW

KRB's initial focus area on waste reduction and litter prevention will be on the city's commercial sector that covers almost the entire 4 mile length of the city along the Hwy. 85 corridor. Along this corridor, commercial parcels have suffered from aging structures as well as unkempt grounds and landscaping. In an effort to be visible and impactful, this focus will allow us to connect with local citizens and gather information as to what residential communities specific needs are. Our litter index, a scale for community cleanliness, indicated that outside storage was a primary issue so recycling and waste reduction projects geared towards improving this issue will be identified and developed.

KRB will look to partner with local organizations and city departments to execute quarterly recycling drives and community cleanups that help strengthen community pride and encourage residents to take pride of their communities. KRB will seek grant opportunities to support future cleanup and recycling initiatives for 2018.



RIVERDALE RECYCLES DAY



America Recycles Day

NOVEMBER 15

a national initiative of
**KEEP AMERICA
BEAUTIFUL**

RIVERDALE RECYCLES DAY: AMERICA RECYCLES DAY INITIATIVE

SUMMARY

America Recycles Day, a Keep America Beautiful national initiative, is the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States. Each year, on and in the weeks leading into Nov. 15, thousands of communities across the country participate by promoting environmental citizenship and taking action to increase and improve recycling in America.

In honor of America Recycles Day, Keep Riverdale Beautiful will host a Riverdale Recycle's Day community recycling drive at the local Walmart to engage with the local community, collect data, and build a volunteer database for KRB initiatives. Using the hashtag #RiverdaleRecycles community residents will be encouraged to #BringBackBags and put #10InTheBin as we educate residents on the do's and don't's of community recycling.

OUTCOMES

- Build awareness & create a visual identity amongst City of Riverdale residents & business community
- Real time engagement with local community through surveys and engagement measures
- Build volunteer database for upcoming events, campaigns, initiatives
- Collect vital community feedback on perception and understanding of city functions

TIMELINE & LOCATION

Location: Riverdale Walmart Supercenter, 7050 Hwy. 85, Riverdale, GA 30274

Date: Saturday, November 17, 2018

EVENT NEEDS

Display Table

KRB Banner

KRB Information Sheets

KRB Program merchandise

Stickers

Coasters

T-shirts

Pens/pencils

Food

Music

Recycling Bins

Sponsored Giveaways

EVENT PARTNERS

Walmart

Republic Services

BB&T







SUMMARY

The Tires2Treasure Program will be a community tire recycling initiative that takes old tires and transforms them through do-it-yourself workshops into uses for the community such as school playgrounds, micro parks, outdoor furniture, garden planters and more! Keep Riverdale Beautiful will work with local tire repair businesses, craft artists, and community volunteers on projects that uses tires to animate our outdoor areas and green spaces. Through quarterly recycling drives, education and awareness, our goal for the Tires2Treasure Program is to teach community residents the importance of recycling and turning trash into treasure!

OUTCOMES

- Raise awareness around recycling and importance of refurbishing old items for new uses
- Teach do-it-yourself skills to community residents
- Reduce carbon footprint through the use of recycled tires in roads and new construction
- Reduce landfill use

TIMELINE & LOCATION

Location: Riverdale Town Center

Tentative Date: Spring 2018

PROJECT NEEDS

- DIY Instructors
- Volunteers/Trainers
- Recyclable items
- Marketing Materials
- Arts & Craft Materials

POTENTIAL PARTNERS

- Home Depot
- Local Tire Shops
- Republic Services
- Walmart



ADOPT-AN-APARTMENT



KEEP
AMERICA
BEAUTIFUL
INC.

**GREAT AMERICAN
CLEANUP**™

SUMMARY

Keep America Beautiful's Great American Cleanup is the nation's largest community improvement program, engaging more than 5 million volunteers and participants every year to create positive change and lasting impact in local communities.

Entering its 20th year in 2018, the Great American Cleanup offers structured service projects – experiential environment education, organized volunteer events and employee engagement opportunities – in more than 20,000 communities across the country. Our volunteers' work returns, on average, \$175 million in measurable benefits across participating communities over the past five years. Keep America Beautiful affiliates and participating organizations coordinate events and programs to renew parks, trails and recreation areas; clean shorelines and waterways; remove litter and debris; reduce waste and increase recycling; and plant trees, flowers and community gardens, among more than 40,000 events annually to inspire a new generation of community stewards.

For this Great American Cleanup initiative, KRB will partner with local and sponsoring organizations to adopt an apartment or community in need for a Great American cleanup event with the corresponding educational resources. KRB will request Riverdale City Council Members to identify an apartment community in their ward.

OUTCOMES

- Cleaned and improved local apartment community aesthetic, resources and services
- Reduced bulk dumping
- Collect vital community feedback on current needs

TIMELINE & LOCATION

- Tentative Locations: Ward 1-4
- Tentative Date: Spring 2018

PROJECT NEEDS

- Partnering Organizations
- Volunteers
- Community Toolshed
- Master Gardener





Thank You
For
Not Littering



**KEEP AMERICA
BEAUTIFUL**

PreventCigaretteLitter.org

ADDITIONAL KAB PROGRAMS



ONE CAR, ONE DIFFERENCE PROGRAM (3)

The Keep America Beautiful Vehicle Donation Program, through Insurance Auto Auctions' Donation Division, provides an alternate opportunity for you to donate to Keep America Beautiful. It offers a tax-deductible way to dispose of unwanted vehicles in almost any condition, including cars, trucks, boats, tractors, motorcycles, ATVs, snowmobiles, jet skis, RVs as well as construction, farm and other heavy equipment. The program is available in all 50 states.

Keep Riverdale Beautiful will partner with local auto repair shops, stores and dealers to market this service to Riverdale residents, as well as local municipalities within Clayton County. Donations will go towards Riverdale Recycle's Day efforts and KRB programming.

BRING ONE FOR THE CHIPPER

Bring One for the Chipper is Georgia's annual Christmas tree recycling program. Each year, Keep Georgia Beautiful works with private sponsors to organize the recycling event. These statewide sponsors included The Home Depot, The Davey Tree Expert Company, Georgia Forestry Commission and WXIA-TV. Numerous local sponsors and volunteers also make contributions and provide in-kind services across the state.



The Chipper program involves hundreds of Georgia communities and thousands of volunteers. Since its inception, the program has recycled an estimated 6 million Christmas trees. The mulch from these trees has been used for playgrounds, local government beautification projects, and individual yards. You can support the Chipper program by bringing your cut Christmas tree to a designated drop off site or volunteering with your local coordinator to collect trees.



WASTE IN PLACE

Waste in Place is Keep America Beautiful's educational resource developed for Prekindergarten through 12th grade students and educators that offers hands-on activities related to end littering, improve recycling and beautifying communities. The activities are interdisciplinary and STEAM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.



APPENDIX

1. Keep America Beautiful Behavior Change Introduction

https://www.kab.org/sites/default/files/program-resources/Behavior_Change_Introduction_Final.pdf

2. Community Foundation Impact Areas Dashboard

<http://neighborhoodnexus.org/case-studies/cfga/>

3. One Car, One Difference Program

<https://1car1difference.com/>



CITY OF RIVERDALE • 7200 CHURCH ST. RIVERDALE, GA 30274 • PHONE: (770) 997-8989